

Message Text

LIMITED OFFICIAL USE

PAGE 01 TOKYO 05397 140820Z
ACTION H-03

INFO OCT-01 EA-06 ISO-00 SS-07 NSC-06 AID-01 /024 W
-----141142Z 066553 /22

R 140749Z APR 77
FM AMEMBASSY TOKYO
TO AMEMBASSY MANILA
INFO SECSTATE WASHDC 6956

LIMITED OFFICIAL USE TOKYO 5397

PLEASE HOLD FOR ARRIVAL OF CODEL WOLFF

E.O. 11652: N/A
TAGS: OVIP (CODEL WOLFF), JA
SUBJECT: CODEL WOLFF -- SUPPLEMENTAL BRIEFING MATERIAL

1. THE FOLLOWING IS IN RESPONSE TO THE CODEL'S INTEREST IN
INFORMATION WHICH MIGHT BE USED IN RESPONSE TO ASSERTIONS
THAT THE JAPANESE MARKET IS CLOSED TO U.S. AUTOMOBILES:

2. JAPAN IS NOT CLOSED TO U.S. AUTO IMPORTS ALTHOUGH
THE VEHICLE CERTIFICATION PROCESS USED BY THE JAPANESE
GOVERNMENT IS OVERLY DETAILED AND CUMBERSOME. DURING
THE PAST YEAR, THE UNITED STATES GOVERNMENT HELD TALKS
WITH THE GOVERNMENT OF JAPAN TO SEEK WAYS OF SIMPLIFYING
THE CERTIFICATION PROCEDURE AND OUR EMBASSY IN TOKYO,
WORKING CLOSELY WITH U.S. INDUSTRY REPRESENTATIVES
BASED THERE, CONTINUES TO WORK TOWARD THIS END ON A DAILY
BASIS. PROGRESS IS EVIDENT. FOR EXAMPLE, CLEARANCE OF
MODEL TYPES WHICH TOOK FOUR TO FIVE MONTHS IN 1975
WERE COMPLETED IN 41 TO 45 DAYS IN 1976. A SECOND
ROUND OF GOVERNMENT-TO-GOVERNMENT TALKS WILL PROBABLY
BE HELD NEXT MONTH AND WE WILL SEEK FURTHER IMPROVE-
MENTS.

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3. WE WOULD LIKE TO SEE U.S. MANUFACTURERS STUDY WAYS
IN WHICH THEY MIGHT ACHIEVE MASS SALES VOLUME IN
JAPAN. THE LUXURY MODELS NOW EXPORTED TO JAPAN ARE
SIMPLY TOO LARGE AND COSTLY TO ATTRACT THE AVERAGE
JAPANESE BUYER. SOME OF OUR SMALLER MODELS MIGHT BE
GOOD PROSPECTS FOR SALES TO JAPAN BUT THE INDUSTRY
WOULD HAVE TO MAKE A SERIOUS COMMITMENT TO PRODUCE

MODELS CAREFULLY TAILORED FOR THE JAPANESE MARKET IN
ORDER TO ENJOY THE ADVANTAGES OF LOW COST HIGH VOLUME
SALES. IN ADDITION, IT WOULD BE IMPORTANT TO
ESTABLISH RELIABLE AFTER-SALES SERVICING AND PARTS
FACILITIES.
SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770455/aaaabvvn.tel
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Litigation Codes:
Litigation History:
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Original Classification: LIMITED OFFICIAL USE
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Review Release Date: n/a
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Subject: CODEL WOLFF -- SUPPLEMENTAL BRIEFING MATERIAL
TAGS: OVIP, JA, US, (WOLFF, LESTER L)
To: MANILA
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